



2026 Uptown Business Passport • Sponsorship Prospectus

Lyndale Ave • Lake Street • Hennepin Ave • Greater Uptown

Holidays on Hennepin is a neighborhood-wide holiday program, now in its second year, that **drives foot traffic to Uptown Minneapolis businesses** from Thanksgiving through New Year's Day. Funded through the City of Minneapolis and private donations, it centers on the **Uptown Business Passport**, a free print passport that rewards shoppers with prize points for every stamp they collect at participating businesses.

2025: Our Pilot Year

2025 was an incredible pilot year for Holidays on Hennepin, successfully engaging residents and celebrating the reopening of Hennepin Ave after two years of complete street reconstruction.

67

Businesses participated*

6,500

Passports distributed

60+

Events featured

14,000

Unique website visitors

*Of a documented 104 named businesses on Hennepin Ave S between Franklin and 31st.

Advertising Support

\$30,000 city grant + \$10,000 in sponsorships and in-kind donations (including bus ads) = \$40,000 in paid advertising support.

Social Media

Starting from zero, the Holidays on Hennepin social accounts grew to:

Instagram: **808** followers • Facebook: **1,100** followers

Why Now

The path ahead is not easy for Uptown business owners, with multiple mainstay businesses closing their doors in the year following street reconstruction. Lacking a Chamber of Commerce while combatting high rental costs and other challenges creates a business-unfriendly climate. That is the gap we are stepping in to fill.

2026: Expanding the Vision

We are expanding to include Lyndale Ave and Lake Street, covering Greater Uptown, Lowry Hill, Lowry Hill East (the Wedge), East Bde Maka Ska, East Isles, and Lyn-Lake. We're keeping the name Holidays on Hennepin while rebranding the print passport as the **Uptown Business Passport**. The expanded reach will include a documented **227** named businesses (up from **104** in 2025 when the program was restricted to Hennepin Ave).

New This Year

- Volunteer-powered storefront lighting and decorations
- A social media creator incentive program
- A website calendar with searchable, filterable event listings — shipping early September 2026

Milestone #1: Decorating Grants, Expanded

In 2025, we offered \$200 decorating grants to 8 businesses. In 2026, our ambition is to serve 40 businesses with \$300 grants, backed by increased staffing and volunteer capacity to streamline delivery.

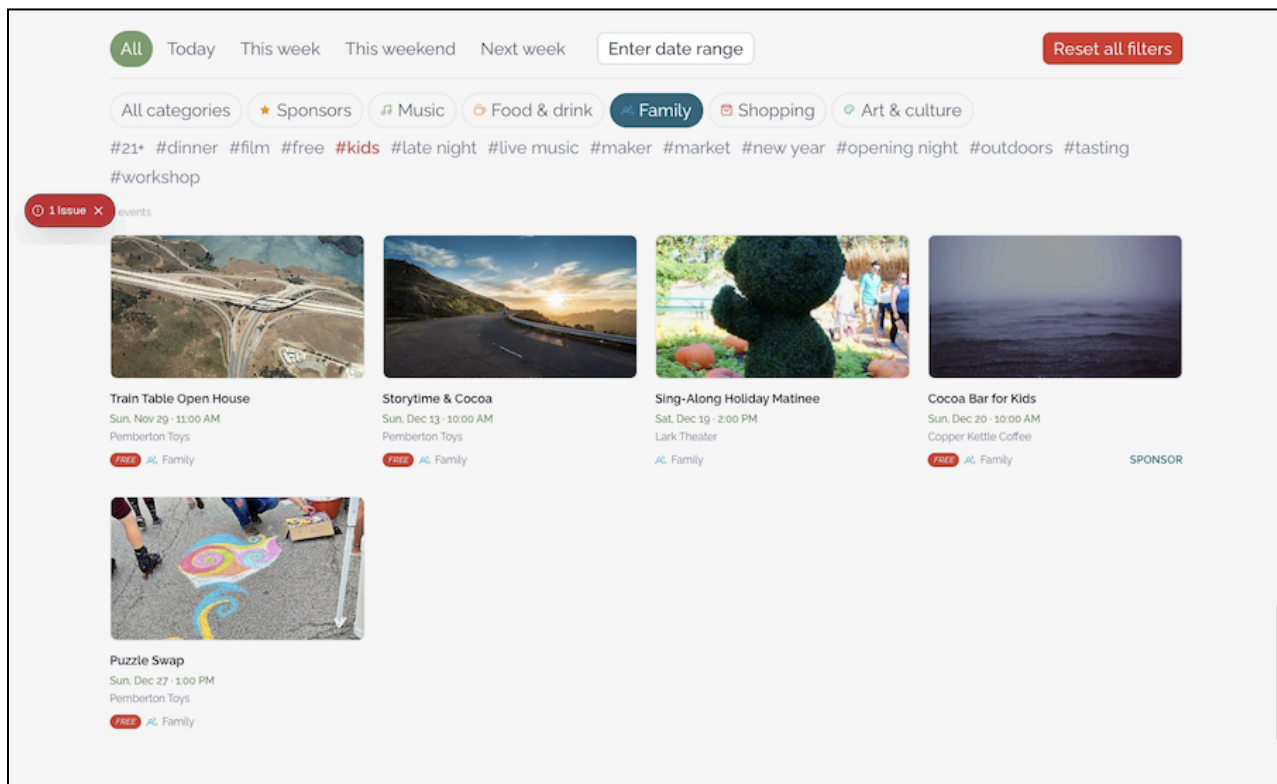


Milestone #2: A Digital Passport

While a **print passport** is a mainstay of the program, giving participants and business owners a fun “souvenir” artifact to enjoy, the digital passport will expand accessibility and impact.

The digital passport is best understood as more than a single-season tool. It's essentially a **progressive web app** built to support the Uptown shopping district year-round, not just during the holidays. We are already in conversations about **sharing these tools** with like-minded programs supporting Uptown businesses throughout the year, including the Uptown Farmers Market and the Uptown Art Fair.

This is the step where Holidays on Hennepin launches into a **comprehensive support entity** for the corridor, sustaining the infrastructure, business relationships, and community momentum built during the holiday season across the full calendar year. What we build for the holiday season can have far-reaching impacts throughout the year and uplift other neighbor-led initiatives.



Preview of the event calendar featuring filters and SEO-optimized pages.

Closing the Funding Gap

Secured Budget: \$48,000

\$40,000 city grant + \$8,000 carryover from 2025

Marketing, project management, calendar base build, design & outreach	\$36,000
Passport printing	\$5,000
Social media creator incentive program	\$5,000
Bus ad printing	\$2,000

The Ask: \$30,000 in Sponsorships

MILESTONE 1		MILESTONE 2
\$12,000 fully funds \$300 decorating grants for 40 businesses	→	\$30,000 fully funds the digital passport experience

Sponsorships are 100% incremental. They don't replace baseline funding, they unlock these two new initiatives.

Digital passport development needs a greenlight by early September 2026 to build on the nearly-complete Calendar Progressive Web App. A scaled-down version will ship if fundraising falls short of the full \$30,000.

Sponsorship Levels

All sponsorships are cumulative. Each tier includes all benefits from tiers below.

Bonus: At every tier, sponsors may submit unlimited holiday-themed events to the calendar with "Sponsor" recognition and homepage highlighting.

TIER	LEVEL	BENEFITS
Community	\$500	Website recognition
Supporting	\$1,000	+ Print passport recognition, social media visual callout/tag
Advocate	\$2,500	+ Logo in the print flyer distributed to participating businesses and 200+ locations throughout the Twin Cities metro
Major	\$5,000	+ Dedicated professional social media video reel (1–2 min, filmed Nov 28, copyright transferred to sponsor)
Core	\$10,000	+ Logo on 15 bus-side ads, 15 transit stop ads, and the highly visible over-street sign at Lake & Hennepin (Signup deadline: September 17, 2026)

A Trusted Community Partnership

Sponsorships are paid to the Lowry Hill Neighborhood Association, a registered 501(c)(3), and are tax-deductible.

Sponsors receive a full post-season impact report by January 20, 2027.

Ready to sponsor Holidays on Hennepin 2026?

Contact us to select your sponsorship level and secure your place in the season.

Contact Will Stancil, info@holidaysonhennepin.com



Photo of the 2025 print Business Passport